

Curriculum Vitae

JOAN R. LONDON, MA

MediaWorks

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FACULTY POSITION, BEGINNING 2002:

Part-time faculty, College of Fine Arts and Communication, Towson University, Towson, MD. Teach graduate and undergraduate courses in mass communication and serve on university committees (on leave this semester due to recent surgery).

EDUCATION:

Completed doctoral coursework in Mass Communication, [-----], University of Maryland College of Journalism, College Park, MD; Advisor, [-----]

Master of Arts in Journalism, [-----], University of Maryland College of Journalism, College Park, MD. Advisor, [-----] Thesis title: Eleanor Roosevelt as an Ambassador of the American Red Cross: A Study in Media Image-Making.

Post Baccalaureate in Journalism, [-----], University of Houston, Houston, TX.

Bachelor of Arts in Elementary Education, [-----], Towson University, Towson, MD.

ACADEMIC EXPERIENCE:

Introduction to Mass Communication, beginning Fall 2000 through current semester.

Public Relations for Nonprofit Organizations, beginning Spring 2004 semester.

Instructor, "Education, Counseling and Personnel" (EDCP), University of Maryland, College Park, MD, spring 1998. Taught introductory course to freshman journalism students.

Graduate Assistant/Associate Director, Maryland Scholastic Press Association (MSPA), University of Maryland College of Journalism, College Park, MD, August 1995-May 1997. Supervised student reporting, writing and editing of the MSPA newsletter, *Advisor*. Directed MSPA on a daily basis and coordinated the organization's annual convention.

Assistant Director of Communication, Texas Children's Hospital Department of Communication, Houston, TX, 1985-1995. Supervised interns in media relations, writing and editing for public relations and special events coordination. Interns attended the University of Texas, Austin, TX, University of Houston, Houston, TX, and Baylor College, Waco, Texas.

Teacher, Camden Elementary School, Baltimore, MD, 1966-1967. Taught grades two and three; specialized in reading instruction.

ACADEMIC HONORS:

"Karen Krug Public Information and Education Award," 2002, presented by the Maryland Chapter of the Arthritis Foundation for outstanding contributions toward public information regarding arthritis, including the writing and hosting of an information video regarding arthritis.

Phi Kappa Phi National Honor Society of the University of Maryland, College Park, MD, [-----]; recognized for 4.0 grade average in Master of Arts program at the University of Maryland at College Park, MD.

Certification in Health Care Marketing and Public Relations by the American Hospital Association (AHA) Division of Marketing and Public Relations, 1990.

SERVICE TO UNIVERSITY COMMUNITY:

Part time faculty member from the Mass Communication Department to the College of Fine Arts Council (appointed by department chair).

Doctoral degree student representative for College of Journalism to University of Maryland, College Park, MD, Senate (elected position), [--].

Master's Degree student representative to University of Maryland, College Park, MD, College of Journalism Faculty Council (elected position), [--].

PROFESSIONAL EXPERIENCE:

Principal and Founder, MediaWorks, Washington DC and Baltimore, MD, 1995-present. Provide full range of communication services, including media relations, writing, editing, and special events planning. Clients include *CompuScribe*, a communications service provider for government agencies and non-profit organizations, and *Written-in-Ink*, a television, videotape and film production company.

Assistant Director, Communication Services, Texas Children's Hospital, Houston, TX, 1990-1994. Responsible for hospital communications materials, strategic communications planning, management of print, audiovisual and other hospital-wide communication services, including budget and supervisory responsibilities. Managing

editor of publications and materials; wrote speeches for hospital chief executive officer and other executives.

Manager, Employee Communications/Special Projects, Texas Children's Hospital, Houston, TX, 1986-1990. Developed Employee Communications Department; focus on employee communications and preparation of health care provider materials.

News and Information Manager, Texas Children's Hospital, Houston, TX, 1983-1986. Responsible for hospital media relations and served as hospital media spokesperson.

Correspondent, *Houston Chronicle* newspaper, Houston, TX, 1979-1983; responsible for social services beat and overflow for medical writer.

Principle and Founder, Southwest Tutoring Service, Houston, TX, 1970-1976. Created and directed a tutoring service in primary subjects for junior and senior high school students.

APPOINTMENTS AND ORGANIZATIONAL MEMBERSHIPS:

Arthritis Foundation, National Office, Public Policy and Advocacy Committee, 2000-2003 (Appointed).

National Communication Association, 1999-2004.

Governor's Committee on Arthritis and Related Diseases, 1998-present (Appointed by former Maryland Governor Parris N. Glendening).

Society for Disability Studies, 1998-2004.

Arthritis Foundation, Maryland Chapter, Board Member, 1997-2003.

Association for Education in Journalism and Mass Communication, assistant newsletter editor, Disability Interest Group, 1996-2005.

National Press Club, 1996-2005.

Public Relations Society of America, 1985-present.

CONSULTING:

- Arthritis Foundation, Gulf Coast Chapter, 1976-1995; Maryland Chapter, 1995-present, and Nation Arthritis Foundation, 1999- present. Consultant in media relations, public information, public relations and advocacy. Serve on Public Relations and Marketing Task Force.

- Congregation Emanuel, Washington, DC, 1998. Consultant in media relations and special events planning.

PUBLICATIONS:

Freelance articles published in *Parade Magazine*, *Omni*, *American Health*, and *International Herald Tribune*, 1979-1983. Articles covered topics relating to healthcare and science.

BOOK CHAPTER:

“Eleanor Roosevelt and the American Red Cross,” the Eleanor Roosevelt Encyclopedia, edited by Maurine Beasley, Ph.D., and Holly Stocking, Ph.D., Greenwood Press, January 2001.

GUEST EDITING:

Media and Disability Interest Group Newsletter of Association of Education in Journalism and Mass Communication, Beth Haller, Ph.D., editor, 1999-2005.

BOOK AND VIDEOTAPE REVIEWS:

A Handbook of Communication and People with Disabilities, Research and Application, edited by Dawn O. Braithwaite and Teresa L. Thompson, January 2000. Reviewed in National Communication Association *Disability Caucus Newsletter*, summer 2000.

Enable: People with Disabilities and Computers, produced by Microsoft Corporation, January 2000. Reviewed in Association of Education in Journalism and Mass Communication *Disabilities Interest Group Newsletter*, summer 2000.

INVITED PRESENTATIONS:

Academic:

- Lesson on advocacy, Professor Robert Sprinkle’s *Health Economics* class, University of Maryland, College Park, MD, November 2000.
- Panel discussion on communication and advocacy, including methodology and ethics, Disability Caucus, National Communication Association, Seattle, Washington, November 2000.
- Panel presentation of qualitative methodology used to study print media images of First Lady Eleanor Roosevelt from 1942-1943, History Division, Association of Education in Journalism and Mass Communication, New York, NY, March 1997.

- Lesson on women in public relations, Professor Kathy McAdam's class in *Mass Communication Methods*, University of Maryland, College Park, MD, November 1996.

Advocacy:

- Speaker at the Arthritis Advisory Committee Hearing, US Food and Drug Administration, Gaithersburg, MD, August 2001. Discuss Enbrel safety and effects.
- Speaker for Arthritis Foundation , Vibrant Lives Seminar sponsored by Immunex Corporation, St. Louis, MO, June 2001. Present certificate of achievement to Immunex from Arthritis Foundation.
- Keynote speaker for National Arthritis Foundation Policy and Advocacy meeting, Washington, DC, December 7-8, 2000. Discuss grass roots advocacy and community partnerships.
- Commentator on National Public Radio program, *Marketplace*, recorded in Baltimore, MD and played globally, November 2000. Wrote and recorded commentary urging passage of federal legislation for prescription drug coverage.
- Guest on CBS Television News program, *This Sunday*, videotaped in Washington, DC, January 2000. Interviewed about the importance of private and federal prescription drug coverage.
- Testimony to Joint Economic Committee of the US Congress, Hearing: *Putting a Human Face on Biotechnology*, Washington, DC, September 1999. Testified in favor of prescription drug coverage by private and federal insurers.

WRITING AND PUBLIC RELATIONS AWARDS:

Healthcare Marketing Report *Certificate of Merit* for 1984 Texas Children's Hospital Annual Report, 1995.

Women in Communication *Matrix Award* in Employee Communications category for Texas Children's Hospital Employee Safety Information Crossword Puzzle, 1993.

Gulf Coast Printer's Association *Award of Merit* for two-color Texas Children's Hospital newsletter, 1993.

Public Relations Society of America *Gold Excalibur Award* for Texas Children's Hospital internal public relations "Handwashing Campaign," 1993.

Public Relations Society of America *Gold Excalibur Award* for communication of Texas Children's Hospital expansion, including newsletters, flyers, internal and external materials, 1992.

Art Director's Club of Houston *Award of Excellence* for Texas Children's Hospital Mission Statement Brochure, 1990.

Public Relations Society of America *Excalibur Award* for development of Texas Children's Hospital Employee Super Star Campaign, 1988.

PUBLICATIONS AND PUBLIC RELATIONS JUDGING:

PRSA *Excalibur Awards*, Houston, TX, 1985-1993.

Women in Communication *Matrix Awards*, Houston, TX, 1985-1993.

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